

# CANADIAN ROCKIES

1953



# Jasper

COLUMBIA ICEFIELD  
LAKE LOUISE - BANFF



ATHABASCA  
MOTOR TOURS  
LTD.



JASPER NATIONAL  
PARK . . . CANADA



**THE ATHABASCA**, Jasper's leading year-round hotel, is conveniently situated in the centre of Jasper village, one block from the C.N.R. depot. Motors and porters meet all trains. Transportation to and from depot, passenger and hand baggage, 25c each way.

Fifty rooms of home-like comfort, 25 with private bath. Every room an outside room, each with its own view of Jasper's mountain peaks. Hot and cold running water, electric lighted, steam heated rooms with twin beds, single, double and connecting. Suites with bath and private parlour.

A substantially built and charming modern hotel in the Canadian Rockies. The ATHABASCA caters alike to the tourist, the hunter, the fisherman, the Alpine climber, and the man of business.

The sun lighted, spacious rotunda, with restful easy chairs and divans, the open fireplace with its flaming Jack Pine Logs, affords a cozy club-like lounge for all. From the large windows of the rotunda are seen the snow-capped peaks of the Rockies with that of Mount Edith Cavell out-towering them all.

As a base for the enjoyment of Jasper's famous scenic attractions THE ATHABASCA offers many advantages. Guest rooms are completely and comfortably furnished. A pleasant and reasonably priced dining service is maintained. An experienced staff will help you plan your trips and organize daily motor excursions. They will also arrange for hiking, camping, fishing and riding parties.

#### SCHEDULE OF RATES

European Plan

	Without Bath	With Bath
Single	\$3.50 & \$4.50	\$5.00 & \$6.00
Double	5.00 & 6.00	6.00 & 7.00
Twins		7.00 & 8.50
3 Persons		8.50
Parlour Suites		\$12.00

Your Travel Agent:

## THE ATHABASCA HOTEL

HEADQUARTERS FOR ATHABASCA MOTOR TOURS LTD.

OPEN ALL YEAR ROUND

**WILD LIFE:** Jasper National Park is a wild life sanctuary for the Grizzly, Black, Brown and Cinnamon Bear, Big Horn Sheep, Mountain Goat, Deer, Elk, Moose, Caribou, Beaver, Marten, Porcupine, Mink, Wolverine, Timber Wolf, Lynx and Cougar.



**BIG GAME HUNTING:** To those interested in the hunting of big game outside the Park boundaries, the Athabasca Hotel will arrange for all details of the expedition.



**OTHER ACTIVITIES INCLUDE:** Climbing, Skiing, Riding, Fishing, Motoring, Golfing, Tennis, Swimming, Boating, Camera Hunting and Hiking.



**THE AUTUMN SEASON:** Those whose travels will bring them to Jasper in late September or October will be pleased to know that this is one of Jasper's most interesting seasons. All scenic roads and trails are open and nothing is so enjoyable as an excursion in the clear crisp Autumn air, amid mountains whose slopes are clothed in bright and varied hues, and whose peaks are capped with glistening snow.



THE ROTUNDA

**NOTE:—Children under Twelve Years of Age, One-half Fare.**

**ATHABASCA MOTOR TOURS LTD.** operates from the Athabasca Hotel to every point of scenic interest. The starting point for all drives is the main entrance of the Athabasca Hotel. By personal request or telephone arrangement may also be made to depart. It can be called for at any other hotel or place en route in Jasper.

No. 1: GENERAL DRIVE—35 Miles return. Motors leave the Athabasca Hotel at 9:00 a.m. and 3:00 p.m. Time, 3 hours. Cost per person, \$4.00.

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No. 2: MALIGNE CANYON--20 MILES return. Motors leave the Athabasca Hotel at 9:30 a.m. and 3:30 p.m. Time, 2 hours. Cost per person, \$2.50.

Running among the most extraordinary in the Canadian Rockies, this canyon, where the Mallone River plunges through a gorge of depth approximating 200 ft., is reached by a gradually ascending roadway affording magnificent views of the Athabasca Valley, Jasper Lodge visited enroute.

(Available All Year Round)

No. 3: PUNCH BOWL FALLS—"A Twilight Drive". Fifty-six miles return. Motors leave Athabasca Hotel at 7:00 p.m. Time, 3 hours. Cost per person, \$3.50.

Extends down the floor of the Athabasca Valley to Jasper Lake, through the old townsite of Pochontas to Punch Bowl Falls, affording extensive views of valley, lake and mountain scenery. It is suggested that the drive be taken after sunset at which time the animal life frequents the numerous lakes and streams in the region.

(Available May 1st to October 31st)

No. 4: GLACIER OF THE ANGEL—(Mount Edith Cavell).  
Thirty-six miles return. Motors leave the Athabasca  
Hotel at 9:00 a.m. and 3:00 p.m. Time, approx-  
imately 3 hours. Cost per person, \$4.00.

This drive follows a course of wide-sweeping switch-backs, from an elevation of 2,000 feet above the Valley floor, providing an ever-changing series of striding panoramas. Excellent views are obtained of Mounts Signal, Tekarra, Kemesis, Headly, Bruchers, The Throne, and the incomparable Mt. Edith Cavell. The highlight of the tour is reached at the foot of the famous Angel Glacier where the tourist may explore this great field of living ice.

(Available May 15th to October 15th)

No. 5: MIETTE HOT SPRINGS and FIDDLE RIVER CAN-  
YON—76 Miles return. Motors leave the  
Athabasca Hotel at 2:00 p.m. Time, approximately  
4 hours. Cost per person, \$6.00.

Includes Drive No. 3 and continues along the rim of the Fiddle River Canyon to the famous Miette Hot Springs where a stop is made to permit bathing in the pool which is operated by the National Parks Department.  
(Available May 15th to September 30th)

No. 6: COMBINATION DRIVE—(Mt. Edith Cavell and Athabasca Falls). Sixty miles return. Motors leave the Athabasca Hotel at 9:00 a.m. and 2:00 p.m. Time, approximately 3½ hours. Cost per person \$6.

The route includes Drive No. 4 and, after ascending to the junction of the Cavell road with the Clanger road, the road, carries on along the Columbia foothills to the Whiteoak Falls. Two of the most interesting and impressive views in the park are obtained on the route.

No. 7: MT. ROBSON--130 Miles return. Motors leave the Athabasca Hotel at 9:00 a.m. Time, approximately 7 hours. Cost per person \$20.00.

A new 1000-hp engine, a 12-speed gearbox and a 1000-hp drive shaft which produces 1000 ft. lbs. of torque, give the highest rated engine in the world. Mounting on the 12-225 in. diameter propeller is the most powerful engine of the Middle Ages, a 1200-hp engine, which is four times the beam, propeller diameter, and shaft diameter and waterballast, until reaching the Great Divide at Yellowhead Pass. The road then follows the valley of the Fraser River, past beautiful Lucerne Lake and Morse Lake, culminating at Mt. Robson, the most majestic of Canadian Mountain Peaks. At this point a stop of two hours is made for luncheon before returning to Jasper.

No. 8: COLUMBIA ICEFIELD—140 Miles return. Motors leave the Athabasca Hotel at 9:00 a.m. Time approximately 7 hours. Cost per person, \$10 return.

Follows the route of Drive No. 4 to the Astoria River, where it continues up the Athabasca Valley to Athabasca, Sunwapta and Tanglewood Falls, through the very heart of the Canadian Rockies to the most impressive icefield outside the Arctic Circle. 110 square miles of blue white ice at elevations of 9,000 to 10,000 feet is a "Mother of Rivers" whose melting glaciers feed the rivers to three oceans--the Atlantic, Pacific and Arctic.

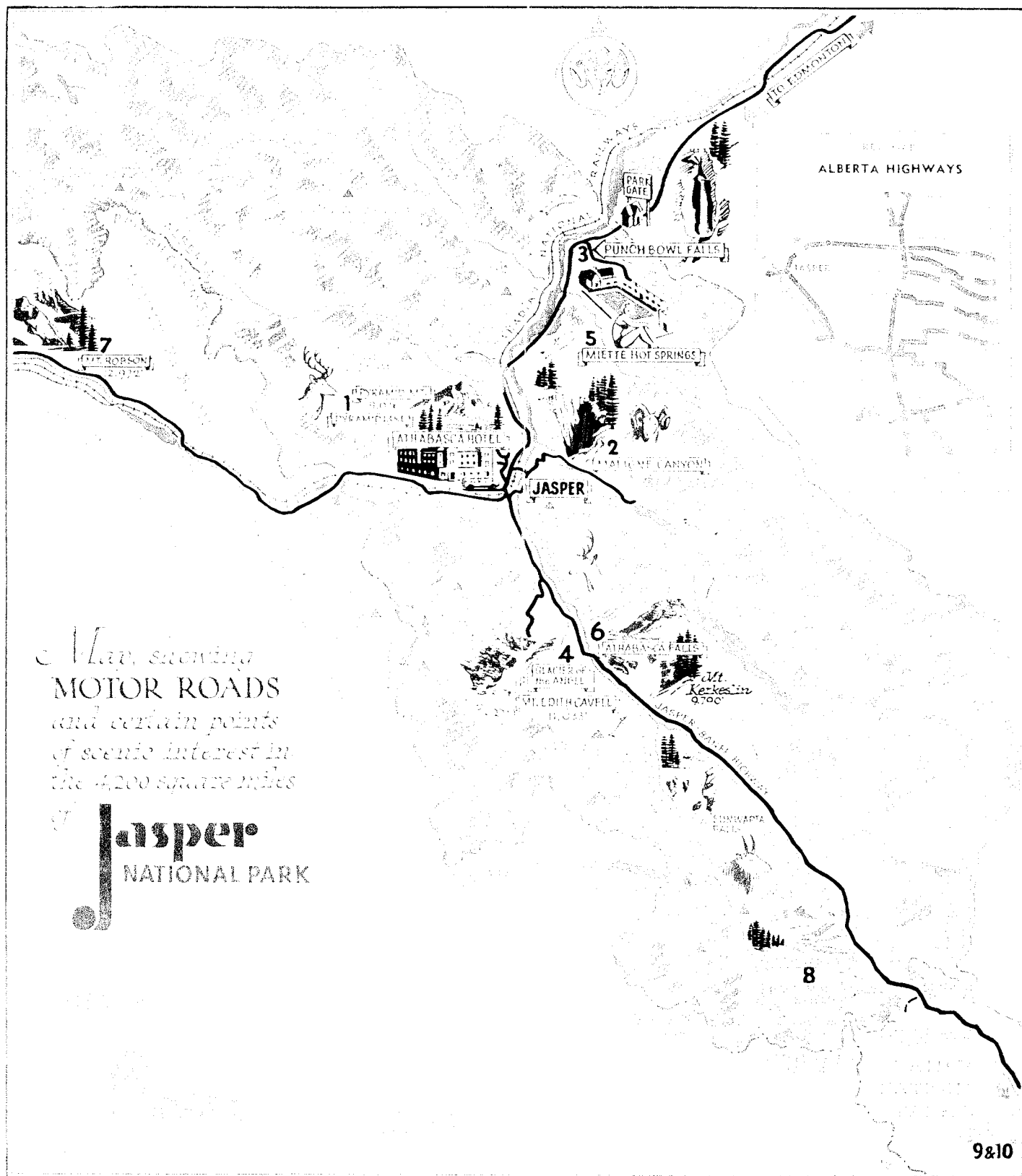
No. 9: LAKE LOUISE - 149 Miles one way. Motors leave the Athabasca Hotel at 9:00 a.m. Time, approximately seven hours one way. Cost per person, \$13.50 one way; \$22.50 return.

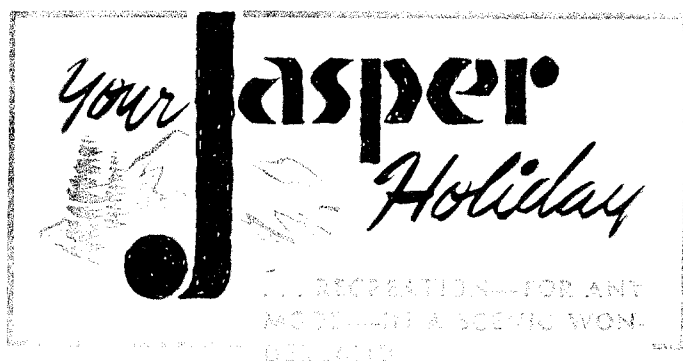
Includes: Drive-In, 3 and 4 star ratings for hotels at the Columbia Technical College campus, across the Jasper Bandit Highway to the north of the college, and to the Mount St. Helens Lake, "Lake Louise." Includes the Columbia Island, the Waterfowl Lakes, Bow Lake and the West Glacier are outstanding attractions.

No. 10: BANFF--189 Miles one way. Motors leave the Athabasca Hotel at 9:00 a.m. Time, approximately 8 hours one way. Cost per person \$18.00 one way; \$29.00 return.

Includes Drive No. 9 and, after a stop at Lake Louise, continues past Johnson Canyon and the famous Mount Eisenhower to Banff.

Available June 1st to September 30th.





## "A" Tours Designed for Guests Arriving Jasper via C.N.R. Transcontinental from East or West and Departing for East or West or Prince Rupert Train.

(Available June 1st to September 30th)

### 1A

1 Day

**1st DAY**—Arrive Jasper and transfer by motor to the Athabasca Hotel, one block from C.N.R. Depot.

**Afternoon**—Leave at 3:30 p.m. for sight-seeing drive No. 2 to Maligne Canyon and Jasper Park Lodge.

**Evening**—After dinner at the Athabasca Hotel leave at 7:00 p.m. for sight-seeing drive No. 3, "The Twilight Drive." Return to Athabasca Hotel for lodging.

**2nd DAY**—After breakfast at the Athabasca Hotel leave at 9:00 a.m. for sight-seeing drive No. 4 "Angel Glacier and Mt. Edith Cavell."

**Afternoon**—After luncheon transfer to the C.N.R. depot for departure.

#### RATES, PER PERSON

	Single	Double	Twin	3-Person
Without Bath	\$19.25	\$17.75	Not Offered	Not Offered
With Bath	\$20.75	\$18.25	\$18.75	\$17.75



ATHABASCA FALLS



### 2A

2 Days

**1st DAY**—Arrive Jasper and transfer by motor to the Athabasca Hotel, one block from C.N.R. Depot.

**Afternoon**—Leave at 3:30 p.m. for sight-seeing drive No. 2 to Maligne Canyon and Jasper Park Lodge.

**Evening**—After dinner at the Athabasca Hotel leave at 7:00 p.m. for sight-seeing drive No. 3, "The Twilight Drive." Return to Athabasca Hotel for lodging.

**2nd DAY**—After breakfast at the Athabasca Hotel leave at 9:00 a.m. for sight-seeing drive No. 8 to Columbia Icefield.

**Afternoon**—After a two-hour stop-over at the Icefield, during which time luncheon is served at the Columbia Icefield Chalet, leave at 2:30 p.m. for return trip to Jasper.

**Evening**—Dinner at the Athabasca Hotel with remainder of evening free. Lodging provided at the Athabasca.

**3rd DAY**—After breakfast at the Athabasca Hotel leave at 9:00 a.m. for sight-seeing drive No. 4 "Angel Glacier and Mount Edith Cavell."

**Afternoon**—After luncheon transfer to the C.N.R. depot for departure.

#### RATES, PER PERSON

	Single	Double	Twin	3-Person
Without Bath	\$38.25	\$35.25	Not Offered	Not Offered
With Bath	\$41.25	\$36.25	\$37.25	\$35.25

### 3A

3 Days

**1st DAY**—Arrive Jasper and transfer by motor to the Athabasca Hotel, one block from C.N.R. Depot.

**Afternoon**—Free for hiking, riding, motoring, etc.

**Evening**—After dinner at the Athabasca Hotel leave at 7:00 p.m. for sight-seeing drive No. 3, "The Twilight Drive." Return to hotel for lodging.

**2nd DAY**—After breakfast at the Athabasca Hotel leave at 9:00 a.m. for sight-seeing drive No. 8 to Columbia Icefield.

**Afternoon**—After a two-hour stop-over at the Icefield, during which time luncheon is served at the Columbia Icefield Chalet, leave at 2:30 p.m. for return trip to Jasper.

**Evening**—Dinner at the Athabasca Hotel with remainder of evening free. Lodging provided at the Athabasca.

**3rd DAY**—After breakfast leave at 9:00 a.m. for sight-seeing drive No. "The General Drive."

**Afternoon**—Luncheon at the Athabasca Hotel with remainder of afternoon free.

**Evening**—Dinner and lodging at the Athabasca with evening free for hiking, swimming, movies or other activities.

**4th DAY**—After breakfast leave at 9:00 a.m. for sight-seeing Drive No. 4 "Angel Glacier and Mount Edith Cavell."

**Afternoon**—After luncheon transfer to the C.N.R. depot for departure.

#### RATES, PER PERSON

	Single	Double	Twin	3-Person
Without Bath	\$48.50	\$44.00	Not Offered	Not Offered
With Bath	\$53.00	\$45.50	\$47.00	\$44.00

"AP" Tours  
Prince R.  
C.N.R. Tr.

### 1AP

1 1/2 Days

**Afternoon**—A  
time lunch  
2:30 p.m.

**Evening**—Dinner  
Free to

**2nd DAY**—After  
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**Afternoon**—A

Without Bath

With Bath





## "AP" Tours Designed for Guests Arriving Jasper via Prince Rupert Train and Departing Jasper via C.N.R. Transcontinental for East or West.

### 1AP 1½ Days

**1st DAY**—Arrive Jasper at 7:00 a.m. and transfer by motor to the Athabasca Hotel, one block from C.N.R. Depot.

**Morning**—After breakfast at the Athabasca Hotel, leave at 9:00 a.m. for sight-seeing drive No. 5 to Columbia Icefield.

**Afternoon**—After a two-hour stop-over at the Icefield, during which time luncheon is served at the Columbia Icefield Chalet, leave at 2:30 p.m. for return trip to Jasper.

**Evening**—Dinner at the Athabasca Hotel with remainder of evening free. Lodging provided at the Athabasca.

**2nd DAY**—After breakfast, leave at 9:00 a.m. for sight-seeing drive No. 3 The General Drive.

**Afternoon**—After luncheon transfer to the C.N.R. Depot for departure.

#### RATES, PER PERSON

	Single	Double	Twin	3-Person
Without Bath	\$26.00	\$24.50	Not Offered	Not Offered
With Bath	\$27.50	\$25.00	\$25.50	\$24.50



MT. EDITH CAVELL

### 2AP 2½ Days

**1st DAY**—Arrive Jasper and transfer by motor to the Athabasca Hotel, one block from C.N.R. Depot.

**Morning**—After breakfast, leave at 9:00 a.m. for sight-seeing drive No. 1 The General Drive.

**Afternoon**—Luncheon at the Athabasca Hotel with remainder of afternoon free for hiking, riding, swimming or other activities.

**Evening**—After dinner, leave at 7:00 p.m. for sight-seeing drive No. 2 The Twilight Drive. Return to the Athabasca Hotel for lodging.

**2nd DAY**—After breakfast, leave at 9:00 a.m. for sight-seeing drive No. 3 to Columbia Icefield.

**Afternoon**—After a two-hour stop-over at the Icefield, during which time luncheon is served at the Columbia Icefield Chalet, leave at 2:30 p.m. for return trip to Jasper.

**Evening**—Dinner at the Athabasca Hotel with remainder of evening free. Lodging provided at the Athabasca.

**3rd DAY**—After breakfast, leave at 9:00 a.m. for sight-seeing drive No. 4 "Angel Glacier and Mount Edith Cavell".

**Afternoon**—After luncheon transfer to the C.N.R. depot for departure.

#### RATES, PER PERSON

	Single	Double	Twin	3-Person
Without Bath	\$42.25	\$39.25	Not Offered	Not Offered
With Bath	\$45.25	\$40.25	\$41.25	\$39.25

These "A" and "AP" TOURS, covering stays of one to three days at the Athabasca Hotel, are designed so that the tourist may enjoy the maximum that Jasper has to offer in the least possible time at minimum expense.

The rates indicated include complete expenses in Jasper, but do not include transportation to and from Jasper.



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# Your **ROCKY MOUNTAIN** Holiday . . . . .

## Package Tours including JASPER — COLUMBIA ICEFIELD — LAKE LOUISE — BANFF.

(Available from June 1st to September 30th)

### **1J** 3 Days

**Arrive JASPER via C.N.R.  
JASPER to BANFF via BUS.  
Leave BANFF via C.P.R.**

**INCLUDES** first day's lodging and meals at the Athabasca Hotel in JASPER, a sight-seeing drive to Maligne Canyon and Jasper Park Lodge, and the "Twilight Drive". Leaving Jasper the following morning, the tour continues by Athabasca Motor Tours Bus to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet. Transfer is then made to Brewster Transport Bus for the drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. The tour continues the next day to BANFF, includes a General Drive to Mount Rual, and meals and lodging at the Mount Royal. The following day, after breakfast at the Mount Royal, transfer is made to the C.P.R. depot for departure either East or West.

**Tour Cost, per person—Round, without bath:**  
Single \$49.25. Double \$47.00.

### **2J** 4 Days

**Arrive JASPER via C.N.R.  
JASPER to BANFF via BUS.  
Leave BANFF via C.P.R.**

**INCLUDES** two days in JASPER with meals and lodging at the Mt. Royal and the "Twilight Drive", Mt. Edith Lodge, Drive, and the General Drive to Pyramid Lake. Leaving JASPER the following morning, the tour continues by Athabasca Motor Tours Bus to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet. Transfer is then made to Brewster Transport Bus for the drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. The tour continues the next day to BANFF, includes a General Drive to Mount Rual, and meals and lodging at the Mount Royal. The following day, after breakfast at the Mount Royal, transfer is made to the C.P.R. depot for departure either East or West.

**Tour Cost, per person—Round, without bath:**  
Single \$63.00. Double \$60.00.

### **3J** 4 Days

**Arrive JASPER via C.N.R.  
JASPER to BANFF and return via BUS.  
Leave JASPER via C.N.R.**

**INCLUDES** first day's lodging and meals at the Athabasca Hotel in JASPER, a sight-seeing drive to Maligne Canyon and Jasper Park Lodge, and the "Twilight Drive". Leaving Jasper the following morning, the tour continues by Athabasca Motor Tours Bus to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet. Transfer is then made to Brewster Transport Bus for the drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. The tour continues the next day to BANFF, includes a General Drive to Mount Rual, and meals and lodging at the Mount Royal. The following day, after breakfast at the Mount Royal, transfer is made to the C.P.R. depot for departure either East or West.

**Tour Cost, per person—Round, without bath:**  
Single \$77.00. Double \$74.00.



### **1MR** 2 Days

**Arrive BANFF via C.P.R.  
BANFF to JASPER via BUS.  
Leave JASPER via C.N.R.**

**INCLUDES FOR PASSENGERS FROM EAST—**Luncheon at the Mt. Royal, General Drive of Banff and drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. Leaving Lake Louise the following morning, the tour continues to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet, and in the afternoon to JASPER, where meals and lodging are provided at the Athabasca Hotel. On the following day, after a sight-seeing drive to Pyramid and Patricia Lakes, the Government Fish Hatchery, Maligne Canyon and Jasper Park Lodge, luncheon is served at the Athabasca and transfer made to C.N.R. depot for departure either East or West.

**FOR PASSENGERS FROM WEST—**The first day is spent in BANFF, where meals and lodging are provided at the Mount Royal and the Twilight Drive taken in the evening. Leaving BANFF the following morning, the tour continues to LAKE LOUISE and COLUMBIA ICEFIELD, from which point the itinerary is the same as for passengers from East.

**Tour Cost, per person—Round, without bath:**  
Passengers from East: Single \$43.00. Double \$41.50.  
Passengers from West: Single \$40.50. Double \$39.00.

### **2MR** 3 Days

**Arrive BANFF via C.P.R.  
BANFF to JASPER via BUS.  
Leave JASPER via C.N.R.**

**INCLUDES FOR PASSENGERS FROM EAST—**Luncheon at the Mt. Royal, General Drive of Banff and drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. Leaving Lake Louise the following morning, the tour continues to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet, and in the afternoon to JASPER. Two days are spent in JASPER, with meals and lodging provided at the Athabasca Hotel. Leaving JASPER the following morning, the tour continues to Pyramid and Patricia Lakes, the Government Fish Hatchery, Maligne Canyon and Jasper Park Lodge, the Twilight Drive, and Mount Edith Cavell Drive. After luncheon at the Athabasca, transfer is made to the C.P.R. for departure either East or West.

**FOR PASSENGERS FROM WEST—**The first day is spent in BANFF, where meals and lodging are provided at the Mt. Royal and the Twilight Drive taken in the evening. Leaving Banff the following morning, the tour continues to LAKE LOUISE and COLUMBIA ICEFIELD, from which point the itinerary is the same as for passengers from East.

**Tour Cost, per person—Round, without bath:**  
Passengers from East: Single \$58.25. Double \$56.00.  
Passengers from West: Single \$55.75. Double \$53.50.

### **3MR** 4 Days

**Arrive BANFF via C.P.R.  
BANFF to JASPER and RETURN to LAKE LOUISE  
via BUS.  
Leave LAKE LOUISE via C.P.R.**

**INCLUDES FOR PASSENGERS FROM EAST—**Luncheon at the Mt. Royal, General Drive of Banff and drive to LAKE LOUISE, where meals and lodging are provided at Deer Lodge. Leaving Lake Louise the following morning, the tour continues to the COLUMBIA ICEFIELD, where luncheon is served at the Chalet, and in the afternoon to JASPER. Two days are spent in JASPER, with meals and lodging provided at the Athabasca Hotel. Leaving JASPER the following morning, the tour continues to Pyramid and Patricia Lakes, the Government Fish Hatchery, Maligne Canyon and Jasper Park Lodge, the Twilight Drive, and Mount Edith Cavell Drive. After luncheon at the Athabasca, transfer is made to the C.P.R. for departure either East or West.

**Tour Cost, per person—Round, without bath:**  
Single \$77.00. Double \$74.00.

**Tour Cost, per person—Round, without bath:**  
Single \$77.00. Double \$74.00.

**Tour Cost, per person—Round, without bath:**  
Single \$77.00. Double \$74.00.

**Tour Cost, per person—Round, without bath:**  
Passengers from East: Single \$70.75. Double \$67.75.  
Passengers from West: Single \$68.25. Double \$65.25.

## *Special* MOTOR SERVICES

### PRIVATE CARS . . .

For guests desiring the privacy and convenience of private cars and chauffeurs, cars are available for any of the regular sightseeing drives at the following rate:

	1 or 2 Pass.	3 to 5 Pass.	6 or 7 Pass.
No. 1—General Drive	\$16.00	\$20.00	\$24.00
No. 2—Maligne Canyon	10.00	12.50	15.00
No. 3—Punch Bowl Falls	14.00	17.50	21.00
No. 4—Mt. Edith Cavell	16.00	20.00	24.00
No. 5—Miette Hot Springs	24.00	30.00	36.00
No. 6—Combination Drive	24.00	30.00	36.00
No. 7—Mt. Robson	40.00	50.00	60.00
No. 8—Columbia Icefield			
One Way	31.25	31.25	37.50
Return	40.00	50.00	60.00
No. 9—Lake Louise			
One Way	67.50	67.50	81.00
Return	90.00	112.50	135.00
No. 10—Banff			
One Way	90.00	90.00	108.00
Return	116.00	145.00	174.00

**PRIVATE CARS** may also be hired on an hourly or daily basis for service anywhere at the following rates:

Car and Chauffeur \$6.50 per hour; \$50.00 per day of 150 miles.

Charges are applicable from the time the car leaves the Athabasca Hotel until it returns.

### TAXI SERVICE . . .

Taxi service in Jasper Village to any of the Banff-Wapiti Camps or other points in the vicinity of the village is available upon request.

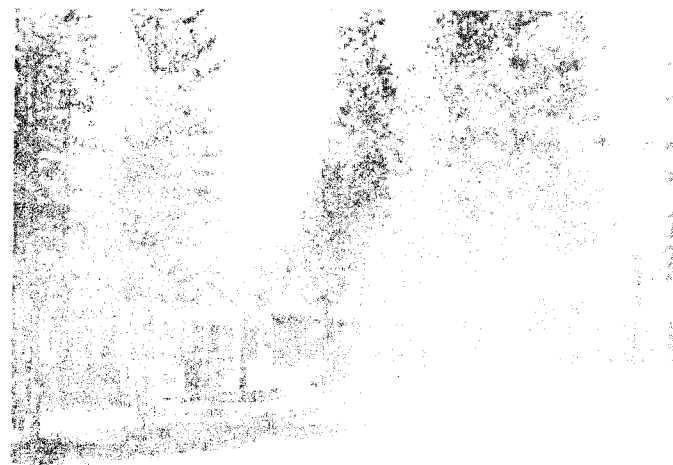
### TRIPS TO JASPER PARK LODGE . . .

Private car service to Jasper Park Lodge is available at the following rates:

<b>One Way</b> —One to four persons	\$2.00
Each additional person	.50
<b>Return</b> —One to four persons	\$3.00
Each additional person	.75

## TEKARRA LODGE

*Athabasca Motor Tours Ltd.*



Three Deluxe modern cabins, situated at the junction of the Athabasca and Athabasca River, one near the village of Jasper, are particularly suited for the accommodation of those taking advantage of Athabasca Motor Tours. All Expense Tours. Cabins are comfortable, equipped with dancing, open stone fireplaces and double or twin beds. Their location provides a quiet restful atmosphere and at the same time ready access to the village. A large main lodge with dining room and lounge rooms is available for the convenience of guests.

### When in Jasper . . . See Columbia Icefield

Ranking among the World's Greatest Scenic Drives

**\$10.00 Return**

FOR FURTHER INFORMATION AND RESERVATIONS

Write **ATHABASCA MOTOR TOURS LTD.**

JASPER, ALBERTA

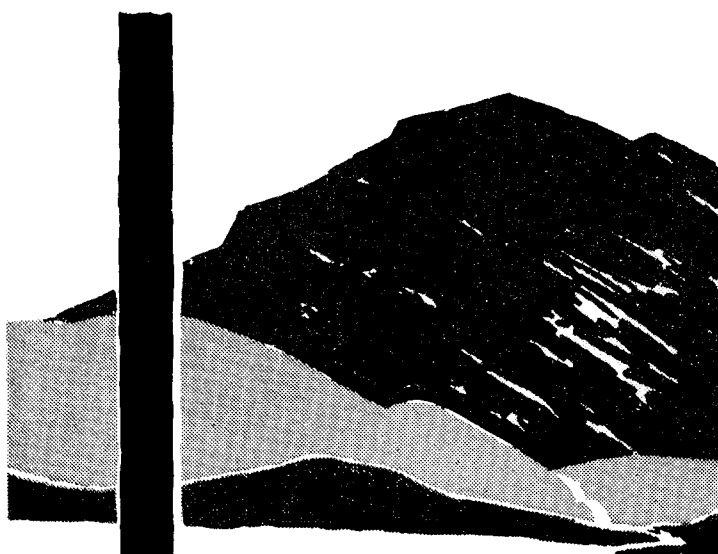


ATHABASCA GLACIER



# CANADIAN ROCKIES

## 1953



# Jasper

COLUMBIA ICEFIELD  
LAKE LOUISE - BANFF



ATHABASCA  
MOTOR TOURS  
LTD.



JASPER NATIONAL  
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